

CCC Early Detection and Screening Committee Meeting Minutes

Wednesday, September 27, 2006

2:00 – 3:30 pm

Location: AZ Department of Health Services, 150 N. 18th Avenue, Room 295B

Conference Call-in number 602-542-9001

Attendees: Lauren Tancona, Scott Sadler, Marilyn Gardner, MaryAnn Smythe, Tracy Reardon, Dale Hruska, Richard Jones, Virginia Warren, Jennifer Kjos, Jennifer Lenz, Kendra Sabol

Apologies: Peter Lance, Wendy Tee, Heidi Behrens, Sharon Gray, Wendy Satoyoshi, Charlton Wilson, Richard Jones

Agenda Items	Discussion	Follow-up Items
Review 6/29/06 Meeting Minutes	Previous meeting minutes were reviewed. No changes were made.	
Continued discussion on written strategies	<p>Media and education strategy-</p> <p>Virginia Warren reported to the committee that money from Proposition 303, (tobacco tax funding) has been allocated to develop a colorectal-cancer screening program. Funds for the first year of the program are to be used to develop and implement a colorectal cancer screening media campaign and to develop infrastructure to put in place a screening program in year 2. The program will be developed in collaboration with community partners. A Medical Director will be recruited to provide oversight of the clinical protocols. The screening program will be modeled after the Well Woman HealthCheck Program. Kendra Sabol, the Comprehensive Cancer Control Program Director will be the lead contact person on this initiative. The Early Detection and Screening Committee will be used to provide input and help implement the program. An evaluation component will be included as part of the project. The Centers for Disease Control and Prevention has previously funded 5 pilot sites, they will share their lessons learned and best practices.</p> <p>The committee agreed to be collaborators on this project as it further supports the goal of increasing the rate of colorectal cancer screening. The committee determined the need to build the existing strategy around this funding source as it provides the best potential for increasing colorectal cancer screening rates. The committee recommends that messaging targets information on fears, myths, and misinformation related to colorectal cancer screening based on the logic modeling process. In addition, the committee recommends the development of a local campaign versus using an already existing campaign such as the CDC's Screen for Life campaign. The campaign should target adults aged 50 and above per</p>	<p>Virginia Warren and Kendra Sabol will initiate a meeting with ADHS Marketing and the American Cancer Society Marketing to start media discussions. Kendra will report on progress at the next meeting.</p>

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	<p>ACS screening guidelines. The marketing group will work further to determine target populations, and message dissemination.</p> <p>Lauren Tancona reported that the Well Woman HealthCheck Program was awarded \$250,000 through the Proposition 303 funds to be used to target American Indian women. The program is working to partner with Phoenix Indian Medical Center and the Native American Community Health Center in Maricopa County to increase the number of women screened. The program hopes to expand this initiative across the state if successful.</p> <p>There was discussion as to whether the committee should pursue promotion of cancer screenings during Women's Health Week and Men's Health Week. The committee agreed it should work with these current initiatives but the messaging for screening must be ongoing and not just one time per year. Marilyn Gardner agrees to continue to attend the Women's Health Week planning committee and report back on potential areas of collaboration. The committee also agreed that promotion of Colorectal Cancer Awareness month and Breast Cancer Awareness month would provide opportunities for education.</p> <p>The committee discussed further defining the detailing strategy. The committee will rewrite this strategy to use peer, cancer survivors, and lay health advisors to promote cancer screenings. The committee discussed the potential of applying for a Susan G. Komen Breast Cancer Foundation grant to fund a train-the-trainer lay health advisor program. Applications are due mid December.</p> <p>Enhanced Access The committee decided not to pursue collection of preventive health screening benefits from Arizona health insurers at this time. The committee determined that with limited resources it was best to pursue strategies focusing on dispelling myths, misinformation, and the emotional aspects of screening.</p> <p>Ideas for strategies that address screening being inconvenient, unaffordable, and inaccessible were discussed. Suggestions to use Mobile</p>	<p>Marilyn Gardner to report Women's Health Week activities and opportunities to collaborate.</p> <p>Jennifer Lenz will report back opportunities to promote Colorectal Cancer Awareness month (March).</p> <p>Marilyn Gardner and Jennifer Lenz will pull together a smaller working group to write the grant. Lauren Tancona will provide input to the draft application.</p>
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	On-site Mammography (MOM) in rural areas to make mammography screening more accessible. Potential ideas to work with rural employers to have someone come out to the employer site to provide screening or education that addresses barriers. Designing the colorectal cancer screening program for uninsured will help address unaffordable screening. Promoting the Well Woman HealthCheck Program and increasing funding to this program can help enhance access. The committee will continue to define strategies in this area.	
Funding Opportunities	Capacity Building – A capacity building conference will be explored in 2008. The committee determined a need to better outline the idea of a capacity building conference, what would be gained, secure funding, and plan the event.	
Review action item log	The action items log was reviewed and updated.	
Sharing of organizations current initiatives	Scottsdale Healthcare – Dale reports that Scottsdale HealthCare is working to increase services to uninsured through their Foundation. ACS – MaryAnn reported that the existing colorectal cancer education grant has been extended through December. ACS is exploring a new recognition program for providers through a Cancer Prevention Excellence Program. The program would have some tracking component. Canyonlands Community Health Care – Scott reported that Canyonlands is no longer able to participate as part of the cancer collaborative given the amount of time needed to attend formal trainings and provider resources. Scott indicates that Canyonlands will continue to participate on this committee. CDC – Lauren reported that a dialogue for action for colorectal cancer is to take place in Seattle on September 13 th for tribes. The Navajo tribe is talking with the State of New Mexico with a request for Navajo to take over all screening to Navajo women in Arizona and New Mexico.	
Next Meeting Date	To be determined	Jennifer Lenz to schedule next meeting and distribute date, time, and meeting location information.